

FINAL
Examination Paper

(COVER PAGE)

Session : August 2018

Programme : Diploma In Mass Communication (DMCN)

Course : **MKT2100: Integrated Marketing Communications**

Date of Examination : 10 December, 2018 (Monday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

This paper consists of **SIX (6)** questions. Answer **FOUR (4)** questions in the answer booklet provided.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Lee Koon Yoong** and Nor Afidah Azmi

Moderator : Dr Nor Azura Adzharuddin

This paper consists of 3 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATIONS PROGRAMME (DMCN)
MKT2100: INTEGRATED MARKETING COMMUNICATIONS
FINAL EXAMINATION: AUGUST 2018 SESSION

Instruction: This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

Question 1

Use **FOUR (4)** elements to compare and contrast direct marketing strategies and advertising strategies.

(25 marks)

Question 2

You are hired as a marketing manager of Maybank Berhad in Malaysia. You are to convince the Marketing Director of using Integrated Marketing Communications strategies to communicate with the target audience about the new product. Give **FIVE (5)** reasons why Integrated Marketing communications is important. Provide justifications and relevant examples to your answers.

(25 marks)

Question 3

List and discuss **FOUR (4)** reasons of measuring the effectiveness of the communications programmes against some standards.

(25 marks)

Question 4

One of the most popular approaches to creativity in advertising was developed by James Webb Young, a former creative vice president at the J. Walter Thompson agency. List and discuss the Young's model of the creative process with relevant examples.

(25 marks)

Question 5

- (a) Define Guerrilla Marketing with a relevant example (5 marks)
- (b) Discuss the following **FOUR (4)** supportive promotional marketing tools that companies in Malaysia use to promote their products. Use suitable examples to illustrate your answer.
- (i) Video advertising
 - (ii) Parking lot Ads
 - (iii) Gas station pump ads
 - (iv) People's bodies
 - (v) Product Integration
- (20 marks)

Question 6

- (a) With suitable examples, define sales promotion with relevant example. (5 marks)
- (b) Sales promotions are short-term marketing techniques used by a manufacturer for a specific purpose, such as increasing market share or to encourage sales during off-peak period. With suitable example discuss **FIVE (5)** consumer-oriented sales promotion tools. (20 marks)

~ The End ~

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